



What are



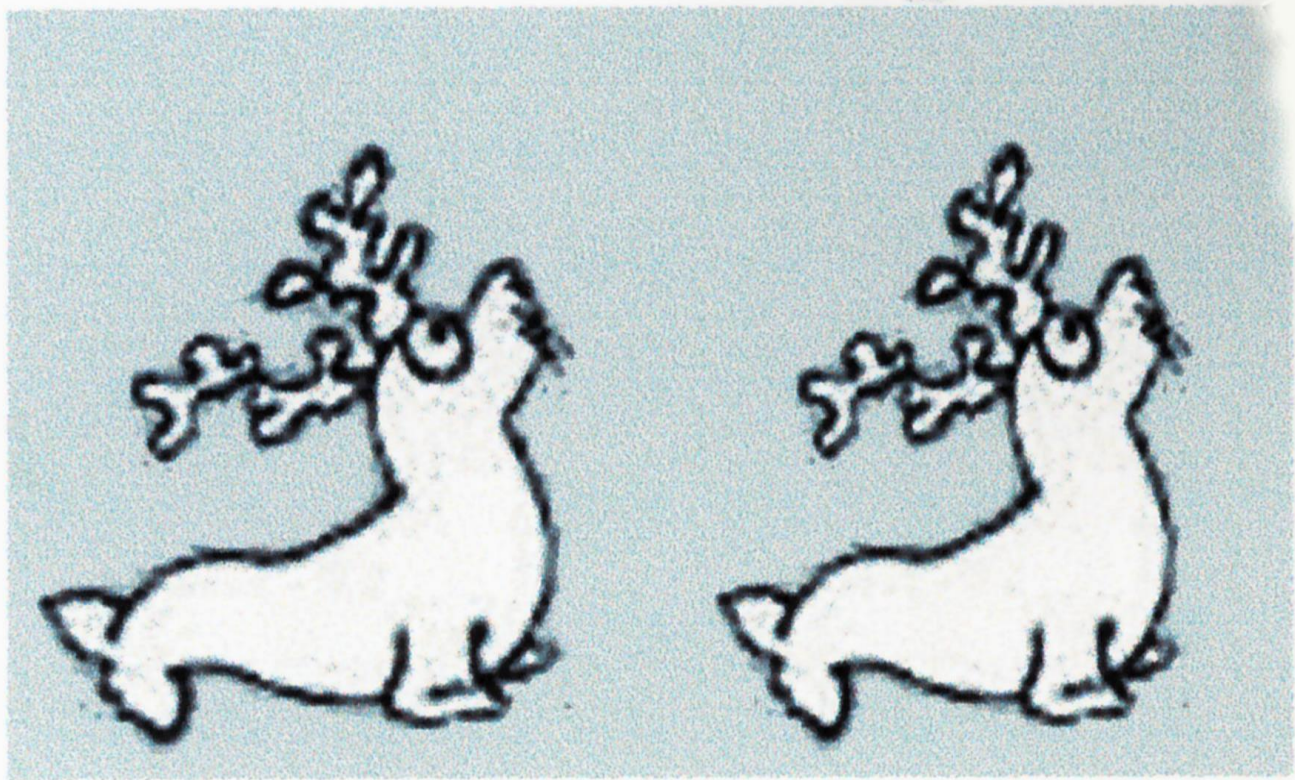
christmas



seals?



Are we Christmas seals?





Christmas Seals are little "stamps"



(not postage)



**created by
the American Lung Association
to help fight lung diseases**

***Christmas seals began in 1907
to raise money for a
Tuberculosis sanatorium***

**Tuberculosis – "The White Plague"
a disease that attacked the lungs.**



Crusade®

of the Christmas Seal



A one-room cottage in the north woods.



A post office worker in Denmark.



A kindhearted lady in Wilmington, Delaware.

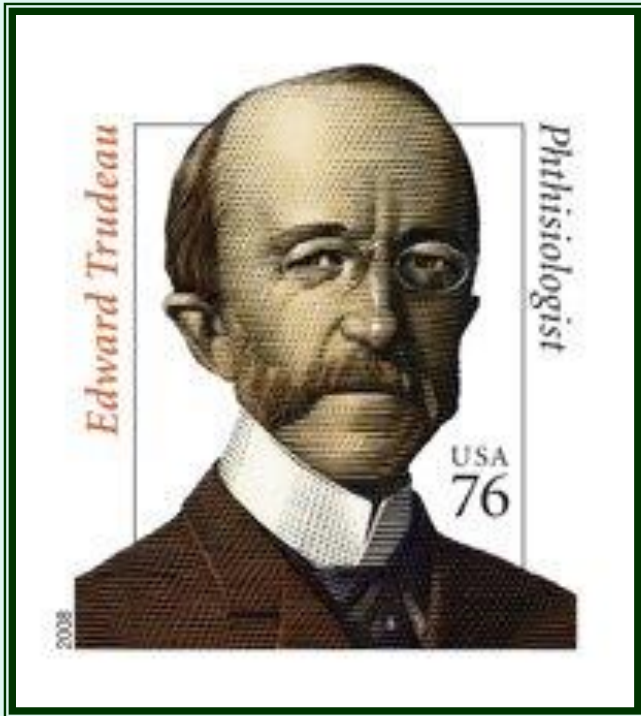


The leading newspaper of a great American city.



A ragged little newsboy.

Dr. Edward L. Trudeau –



- Contracted tuberculosis - 1871
- Moved to Saranac, N Y to die
- From the fresh air, sunshine, rest and good food, he **recovered**
- 1884 He opened first TB hospital –sanatorium – in United States

A one-room cottage in the north woods.

“Little Red” – first tuberculosis facility in the US, built by Dr. Edward Trudeau, called the Adirondack Cottage Sanatorium in Saranac Lake, NY.



No real remedy for TB – patients “cured” in a TB hospital, or sanatorium - an open-air building offering fresh air, sunshine, rest and good food.



A post office worker in Denmark.

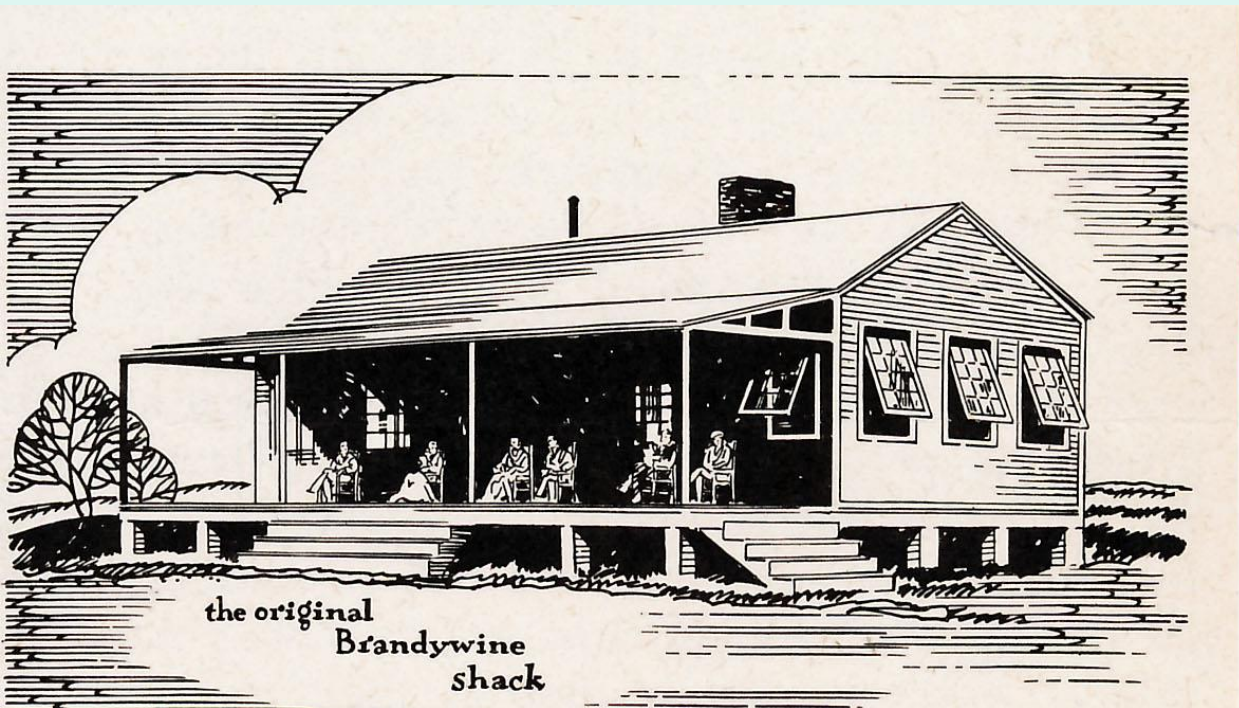


**Einar Holboll – in 1904,
disturbed at seeing so many
sick children in his country of
Denmark, created a Christmas
stamp to raise money for a TB
hospital.**

Approved by the Danish postmaster, and encouraged by King Christian, this first seal pictured the reigning Queen Louise.



Many of the TB “hospitals” (sanatoria) were simple makeshift buildings, under-staffed and under-financed like the Brandywine “Shack” below.



So the doctor in charge, Dr. Joseph Wales, turned to Emily Bissell for help - -

A kindhearted lady in Wilmington, Delaware.



Emily Bissell -

A lady of many talents - she listened to the plea for help from her cousin



She read about Denmark's “Christmas Stamp” –

- - -and designed one of her own



**First U. S. Christmas seal -
1907**

A second design when the first one sold out





And so it began - -

25 Christmas Stamps one penny apiece issued by the Delaware Red Cross to stamp out the White Plague.

*Put this stamp with message bright
On every Christmas letter;
Help the tuberculosis fight,
And make the New Year better.*

*These stamps do not carry any kind of mail
but any kind of mail will carry them.*

- This historic scene shows Emily Bissell (right) buying the first Christmas Seal sold in the United States*



The leading newspaper of a great American city.

- **The Philadelphia *North American* - -**

Bottom left - **E. A. Van Valkenburg**, editor of the Philadelphia newspaper that publicized the seal.

Bottom right - **L. Mitchell Hodges**, wrote front-page articles about the Christmas seal, inspiring other newspapers to publicize the seal sales.

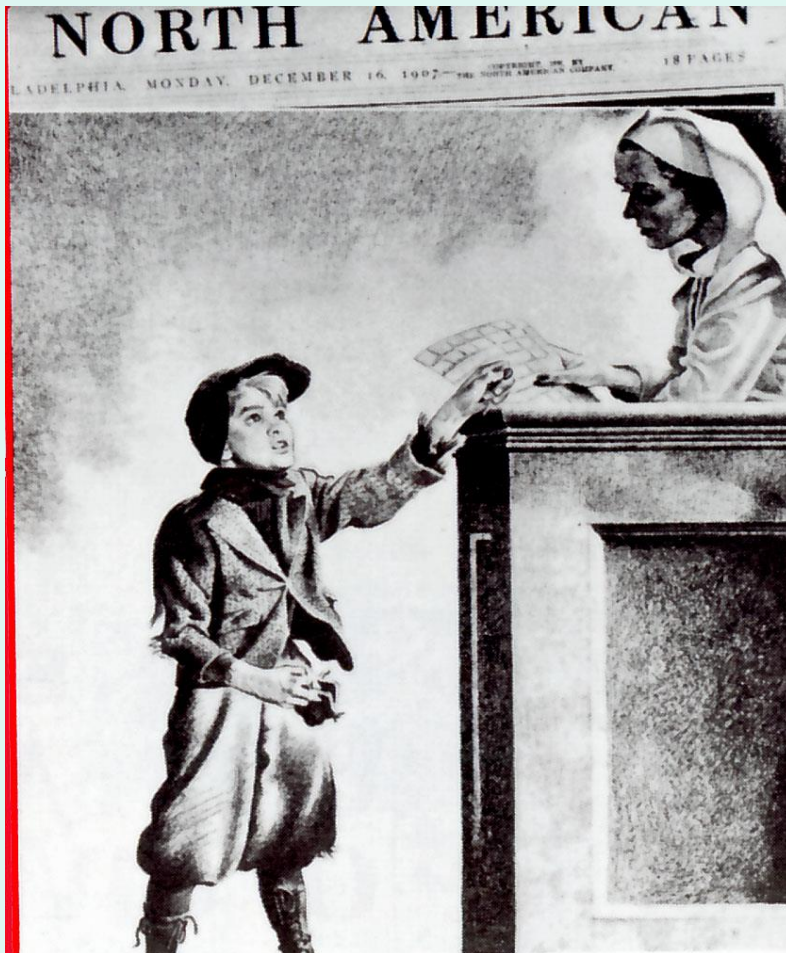
Top left - **Jacob Riis**, wrote an article about the Danish Christmas seal, urged the U.S. to adopt the idea to raise funds to fight TB.

Top right - **Emily Bissell**, designed the seal.





A ragged little newsboy.



***“Gimme one.
Me sister’s got it!”***

Some Early Seals



- During the “War to end all wars - -”



The American Red Cross sponsored the seal drives to 1919.



The Red Cross appears on the Christmas seal for the last time.

The **double barred cross**, symbol of the fight over TB, is now on all U.S. Christmas seals and around the world.

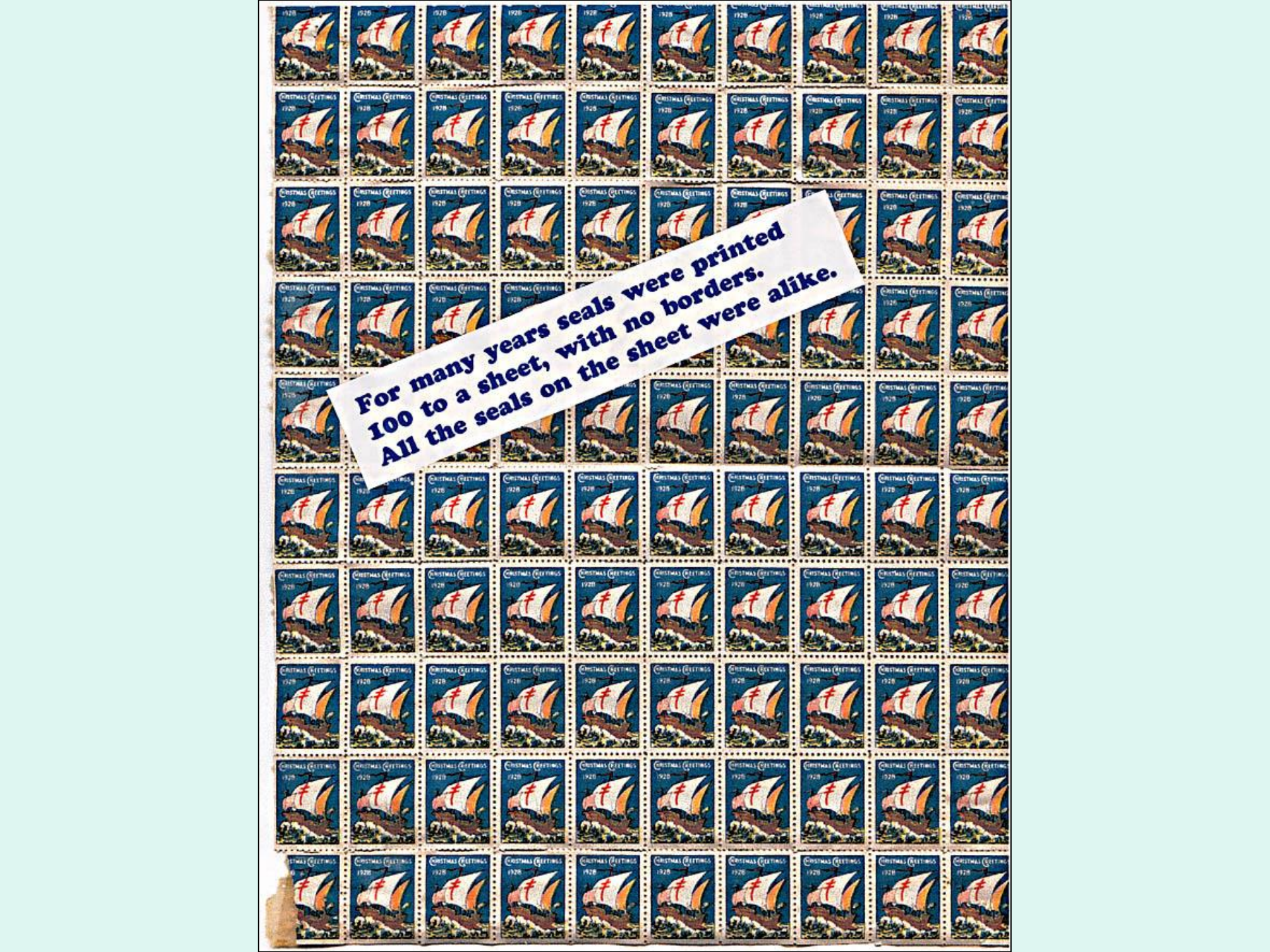


Then the National Tuberculosis Association took over the sales. The NTA is now called the American Lung Association.



Seals Continued - -

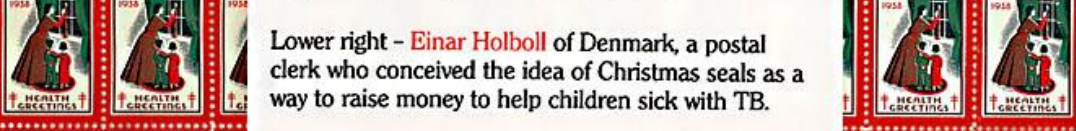
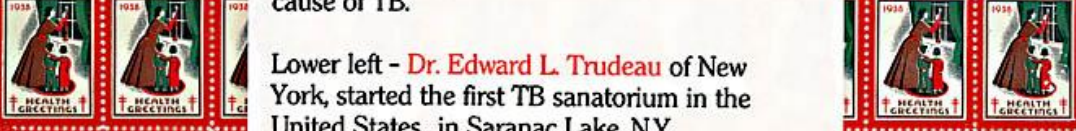
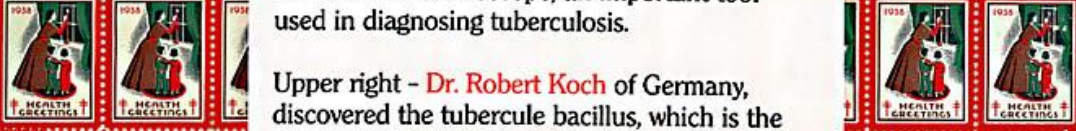
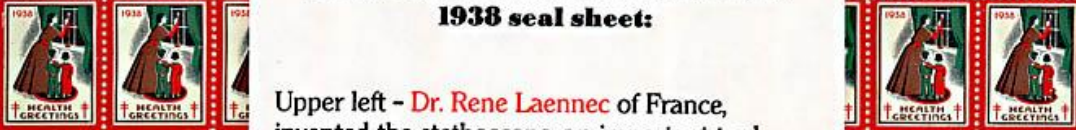




**For many years seals were printed
100 to a sheet, with no borders.
All the seals on the sheet were alike.**



"TRUDEAU TUBERCULOSIS SANATORIUM" (1885).....NOW OVER 600 SANATORIA IN U.S.A.



Four Famous People

Looked out from the corners of the
1938 seal sheet:

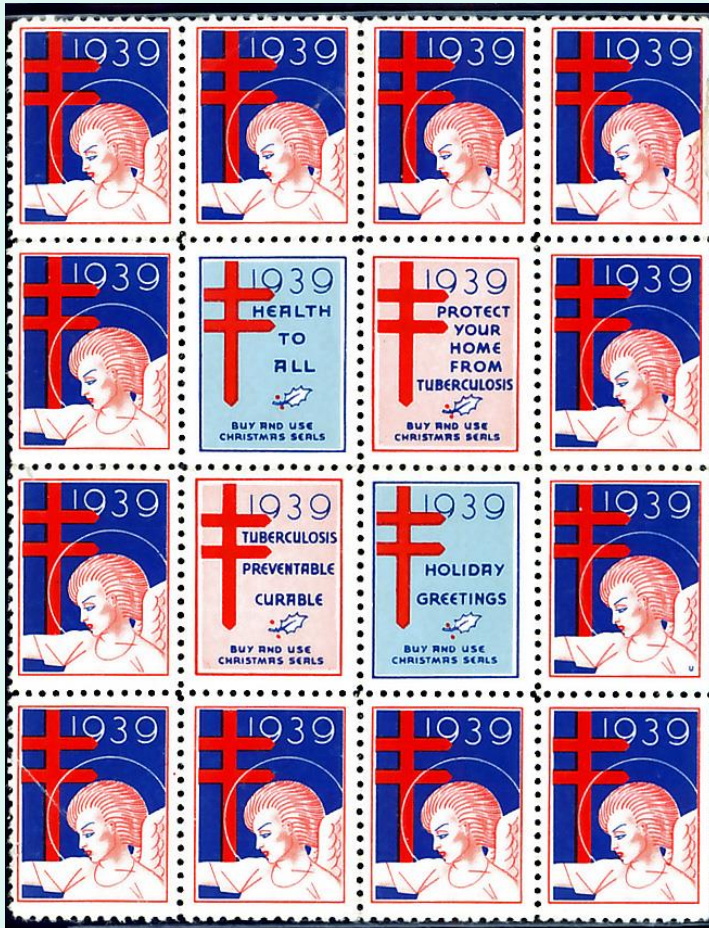
Upper left - **Dr. Rene Laennec** of France,
invented the stethoscope, an important tool
used in diagnosing tuberculosis.

Upper right - **Dr. Robert Koch** of Germany,
discovered the tubercule bacillus, which is the
cause of TB.

Lower left - **Dr. Edward L. Trudeau** of New
York, started the first TB sanatorium in the
United States., in Saranac Lake, N.Y.

Lower right - **Einar Holboll** of Denmark, a postal
clerk who conceived the idea of Christmas seals as a
way to raise money to help children sick with TB.

Corner Seals – with slogans – moved to the centers of these sheets





Little scenes
began to
replace the
same seal over
and over on the
sheets of seals.



Every year people couldn't wait to see what the new
seals would look like!

There were alternating seals and alternating rows.
Or blocks of four to make a picture.

(Notice: no slogan seals; where have the slogans gone?)

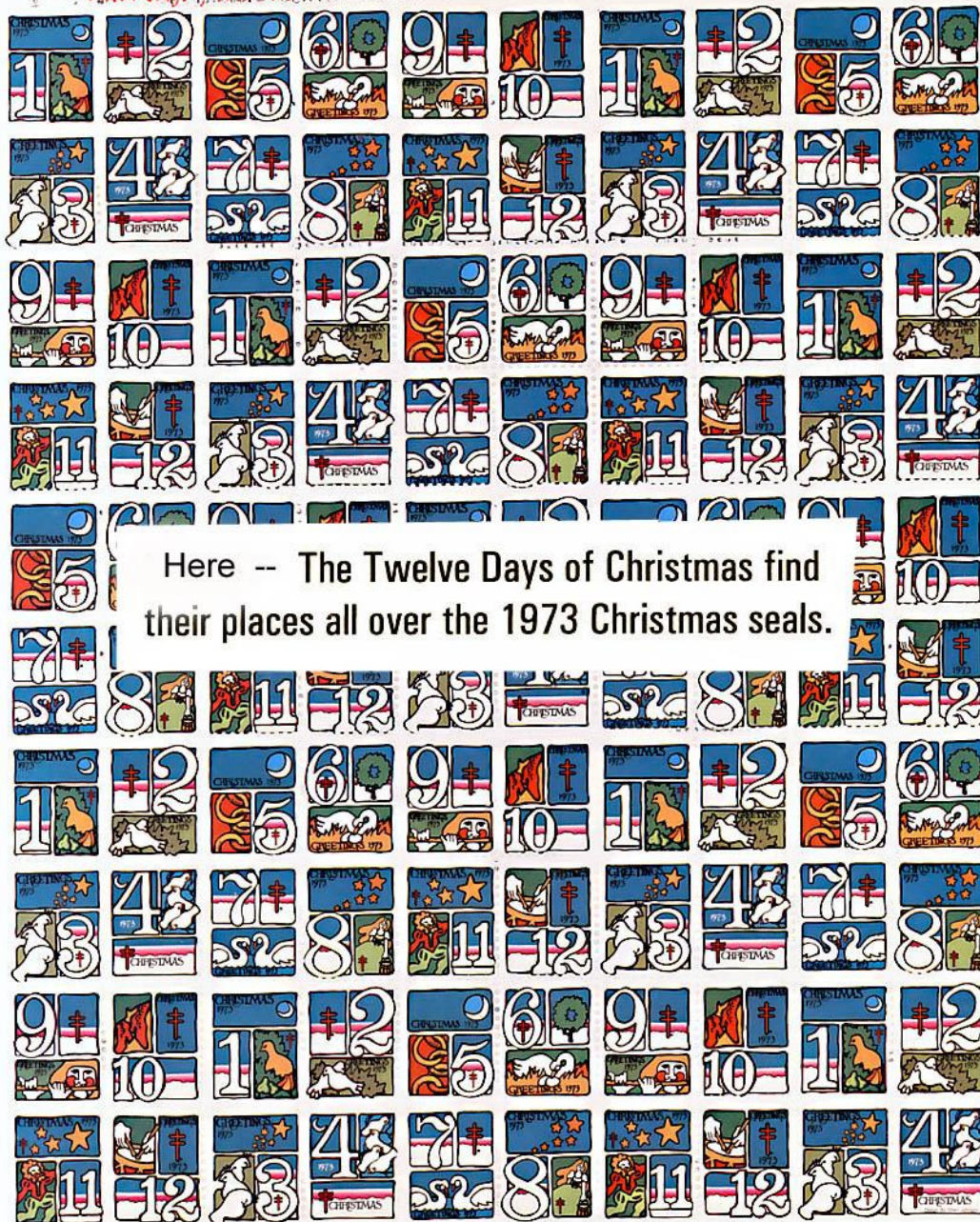




Instead of one picture on each of 100 seals, in 1970 there were 100 pictures on 100 seals!

A scene in 1972 took up the whole row of seals, and repeated on each row on the sheet – a train and sleigh, left, head for a town and city ahead.





In time, fewer seals would
make up the sheets, but the designs
often made interesting pictures,
like the 1976 sheet, below.



(copied and reduced)



In 1975, and from 1977-1980, children from each state, plus the Virgin Islands, Puerto Rico, DC, and Guam entered contests with pictures of what Christmas means to them. One drawing from each place was picked to be put on a Christmas seal. The sheets had 54 seals in each of those years.



YOUR 1979 CHRISTMAS SEALS celebrating the 75th year of the American Lung Association,
were created by American school children in cooperation with the National Art Education Association.

AMERICAN LUNG ASSOCIATION
Since 1904





Gift Tags
showed up on
the seal sheets
in 1982 and
have been
there ever
since along
with the seals.

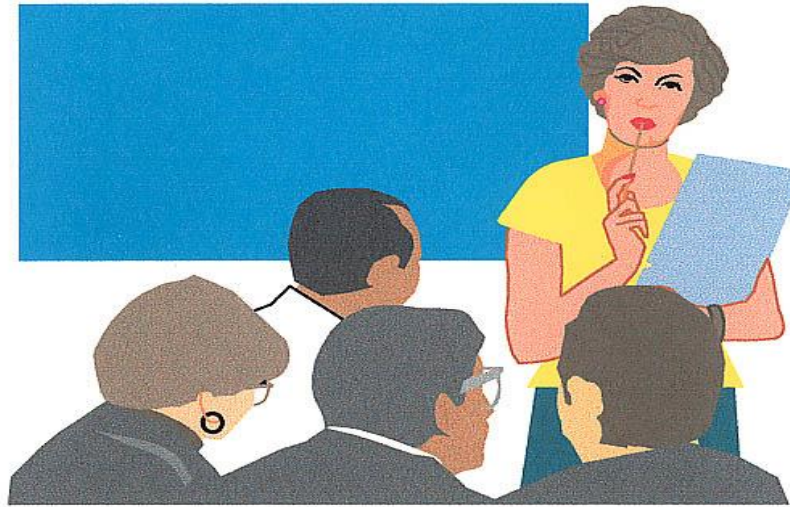


Year	Dollars Raised
1908	\$135,000
1910	\$300,000
1912	\$400,000
1916	\$1,000,000
1930	\$5,000,000
1935	\$3,700,000
1940	\$6,000,000
1942	\$9,000,000
1946	\$17,000,000
1956	\$26,000,000
1966	\$31,000,000
1976	\$36,000,000

Were all these seals making any money for TB and other lung problems?

*The chart above says **YES!***

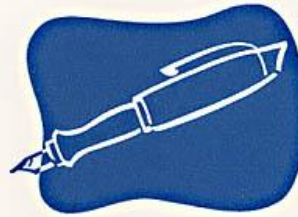
Sale of the first seal in 1907 raised \$3,000; ten times what Emily Bissell had hoped for.



The Seal People said,
*"How can we get everyone to buy and use
the Christmas Seals?"*

Then they said,
*Let's try
Blotters
Bonds
Bookmarks
Buttons
Posters
Postcards*

**Before ball-point pens,
people used pens that had to be
filled with ink.
Sometimes the pens leaked,
or the ink took awhile to dry.**



So-o-o, folks used **BLOTTERS to soak up the extra ink.**

One side of the Blotters was porous paper for the ink.

On the other side was space to tell people something . .



**Two
TB
Blotters
40 years
apart.**

Seal Bonds



Seal bonds were given instead of seals for especially large donations to the TB cause.



 **AMERICAN
LUNG
ASSOCIATION.**

**Fight Lung
Disease
With
Christmas
Seals®**

**When You
Can't Breathe,
Nothing Else Matters®**



 **AMERICAN
LUNG
ASSOCIATION®**
The Christmas Seal People®

**Christmas
Seals®
The #1 hope
for the
#3 killer:
LUNG DISEASE.**



BOOK MARK

**Use
Christmas
Seals**

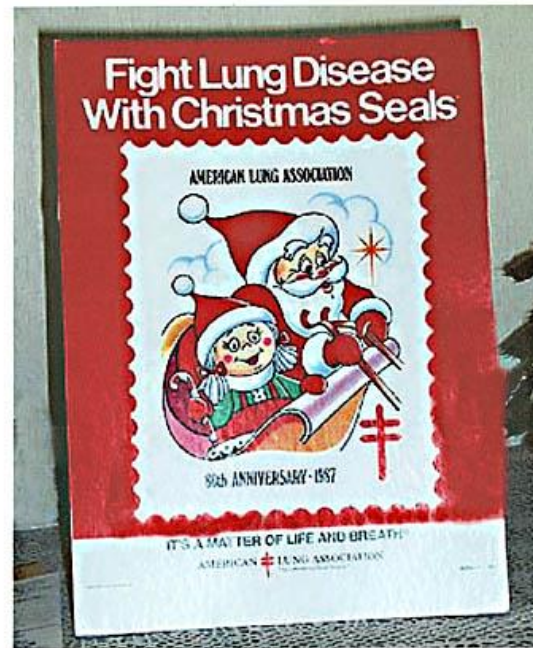


**Fight
TB
and other
RESPIRATORY
DISEASES**



Christmas Seal Pins & Buttons





POSTERS FOR CHRISTMAS SEALS



Tuberculosis Seal Promotion - 1937



LIST GOOD PEOPLE ALL
HEED OUR CALL
BUY CHRISTMAS SEALS
AND HELP
YOUTH FIGHT ITS
GREATEST FOE!
TUBERCULOSIS



A reminder to give in '47 - -



Haven't you forgotten something?



During 1948 we intend to do all we can to
PROTECT YOUR HOME AGAINST TUBERCULOSIS
No home is safe until every home is safe.
CHRISTMAS SEALS provide the means to make this possible.
It isn't too late to give your support
LAGRANGE COUNTY TUBERCULOSIS ASSOCIATION



When you gave,
you put this
sticker in your
window.



I HAVE
BOUGHT TUBERCULOSIS
CHRISTMAS SEALS



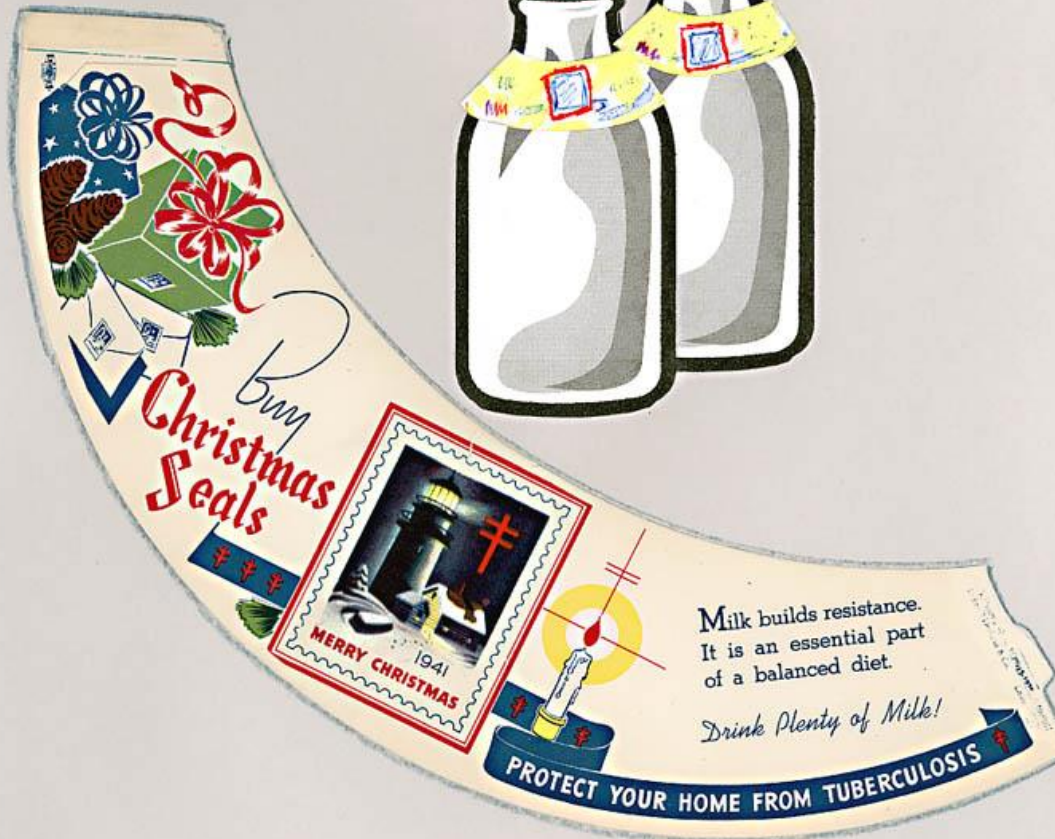
THANK YOU
The Anti-Tuberculosis Society
of Schuylkill County
207 North Centre Street, Pottsville, Pa.

Wet and place on your window when
you have sent in your remittance





Once upon a time, milk was delivered in bottles. At Christmas Seal time, the bottles wore collars that promoted drinking milk for health and buying Seals to help TB causes. The bottle caps had messages, too.



Nowadays, milk comes in cartons.
But the cartons may have pictures
and words about Christmas seals,
Like this one in 1990.

Milk was always thought be a
healthy food, but years ago it was
given especially to TB patients.

Fight Lung Disease With Christmas Seals®

AMERICAN LUNG ASSOCIATION®



SEASON'S GREETINGS 1990

IT'S A MATTER OF LIFE AND BREATH®

AMERICAN  LUNG ASSOCIATION®
The Christmas Seal People®

ALA/90/H

DEC 29

SELL BY ↑

Super Duper

LO  MILK
ITAMIN A&D • 2% MILKFAT

Super Duper



HOMOGENIZED
VITAMIN A & D
LOWFAT
MILK
2% MILKFAT

HALF GALLON (1.89ℓ)

Placemats in Restaurants Pictured U.S. Christmas Seals



CHRISTMAS SEALS

1907-1974

FOR LIFE & BREATH...GIVE MORE TO CHRISTMAS SEALS



**FIGHT
EMPHYSEMA
AIR POLLUTION
TUBERCULOSIS**



These little
reminders
encouraged
seal support.

(Copied and reduced from original)

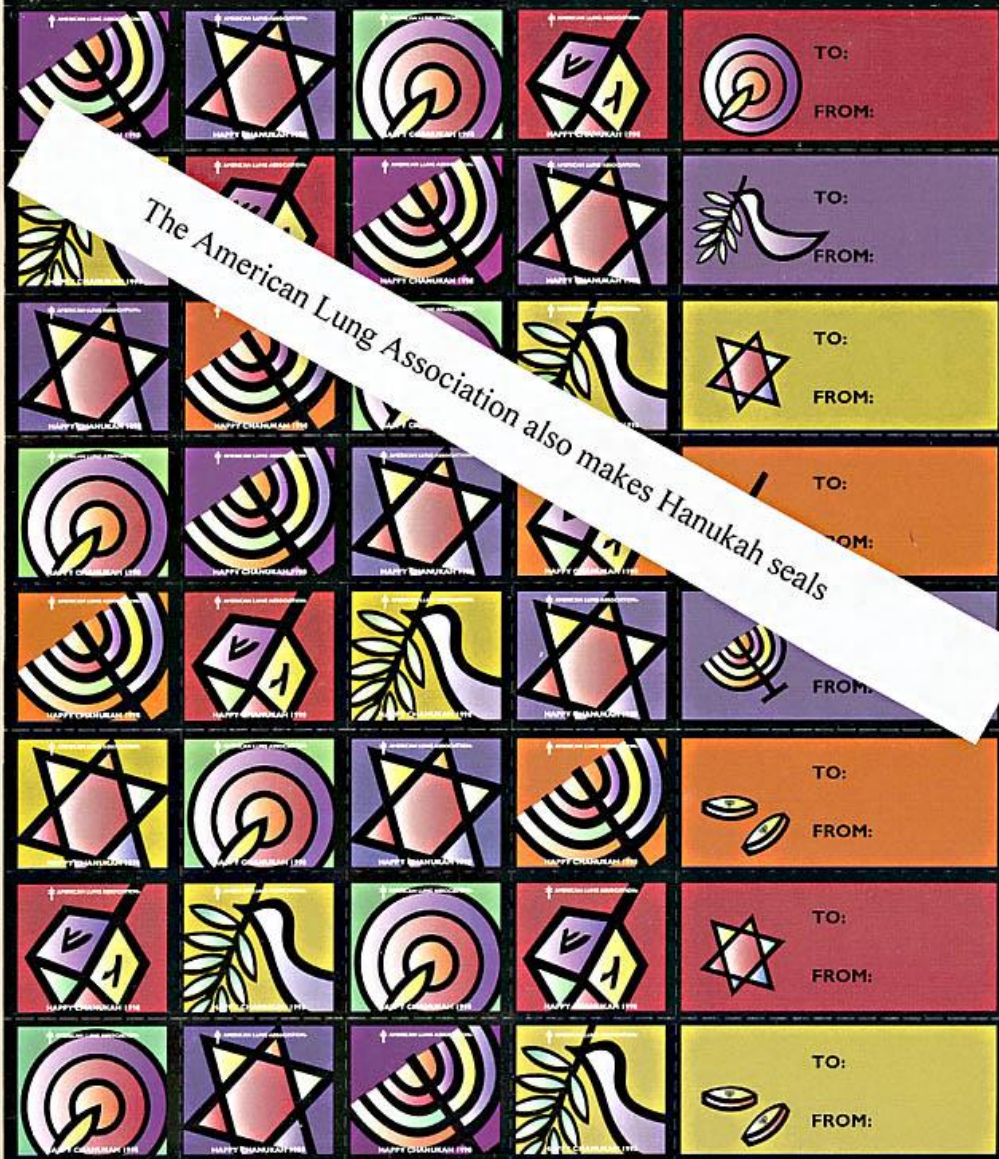
Where have you seen
this little snowman?
(Hint: Georgia)





Celebrate the miracle of lights & the miracle of breath...
support the American Lung Association

Chanukah Seals™ designed by Imaginallity, Inc.
© 1998 The American Lung Association
Fold & Tear at Perforation



The American Lung Association also makes Hanukah seals

- - - and Kwanzaa seals



Six of the seven 2009 Christmas seal sheets



Fighting for Air
Visit us on the Internet at www.LungUSA.org and at www.christmasseals.org

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2012

Seals



What can Seal Collecting cover?

All sorts of things, like - -

Single seals, or sheets

P C Ps – (progressive color proofs)

Printers' marks

On covers; EKUs (earliest known usage)

Or – my favorite –

Tied-ons





Seal Collectors have an organization:

The Christmas Seal & Charity Stamp Society

And its own quarterly journal



Quarterly Journal of the Christmas Seal & Charity Stamp Society

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--The End--



NO!

*I predict that Seals
will be around
for a long time!*

